Exploring Dementia Friendly Villages
“A dementia-friendly community is one in which people with dementia are empowered to have aspirations and feel confident, knowing they can contribute and participate in activities that are meaningful to them.”
Vision of a Dementia Friendly Community” (Alzheimer’s Society, 2013)

Empowering people with dementia to have high aspirations, confidence and know they can contribute.

- Shaping communities around the views of people with dementia and their carers
- Ensuring early diagnosis, personalised and integrated care is the norm
- Maintaining independence by delivering community-based solutions
- Appropriate transport
- Challenging stigma and building awareness
- Empowering people with dementia and recognising their contribution
- Businesses and services that respond to customers with dementia
- Ensuring that activities include people with dementia
- Easy to navigate physical environments
- Befrienders helping people with dementia engage in community life

Becoming dementia friendly means:
What is dementia? – Quick recap

- Umbrella term. The brain physically changes in its structure. (Caused by diseases like Alzheimer’s, Vascular dementia etc.)
- Dementia affects: memory, communication, motor skills, sequencing, visual perception, changes in inhibition
- Often feelings of frustration, depression, anxiety
- The part of the brain that manages emotions is more resilient to dementia.
- Each person with dementia is an individual – with likes and dislikes, a full life history and other needs.
- People with dementia tell us: “I don’t go out, I don’t do the things I used to love, or go to the places I used to go to.”
7 outcomes people with dementia would like to see in their lives:

- I have personal choice and control or influence over decisions about me
- I know that services are designed around me and my needs
- I have support that helps me live my life
- I have the knowledge and know-how to get what I need
- I live in an enabling and supportive environment where I feel valued and understood
- I have a sense of belonging and of being a valued part of family, community and civic life
- I know there is research going on which delivers a better life for me now and hope for the future